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# **Why Promote ENERGY STAR® Lighting**

## **Within the**

# **Residential New Construction Industry**

# **?**

Presented By:

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Energy Efficient Products



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# Global Warming – It's Real



- Melting glaciers, early snowmelt and severe droughts will cause more dramatic water shortages in the American West.
- Rising sea levels will lead to coastal flooding on the Eastern seaboard, in Florida, and in other areas, such as the Gulf of Mexico.
- Warmer sea surface temperatures will fuel more intense hurricanes in the southeastern Atlantic and Gulf coasts.



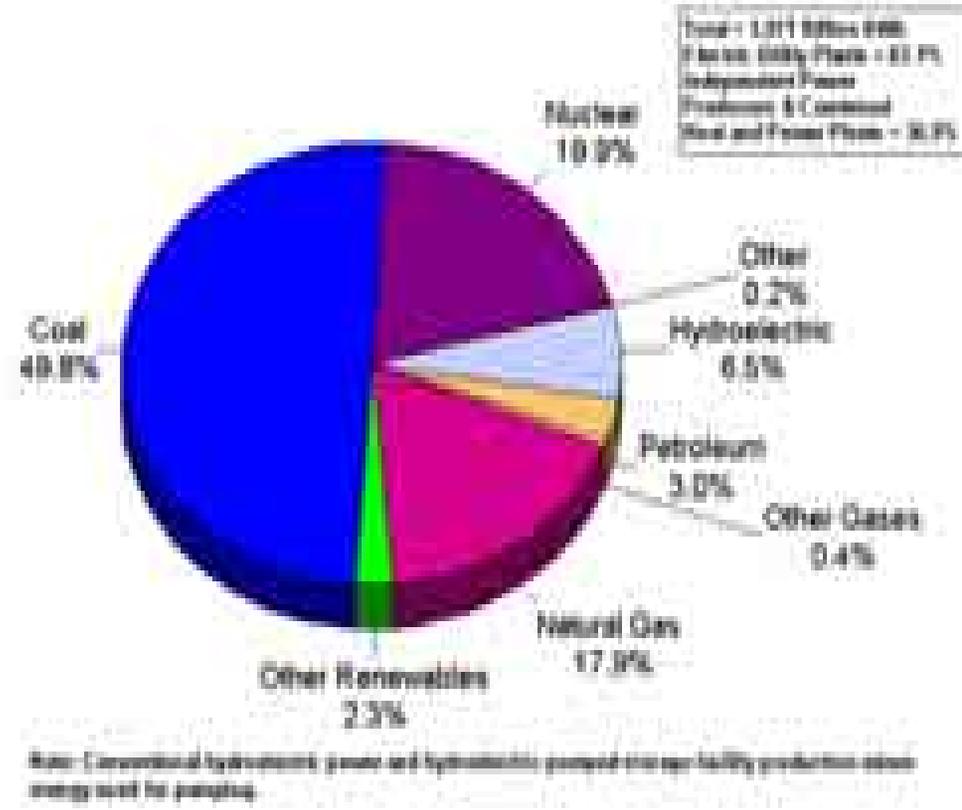
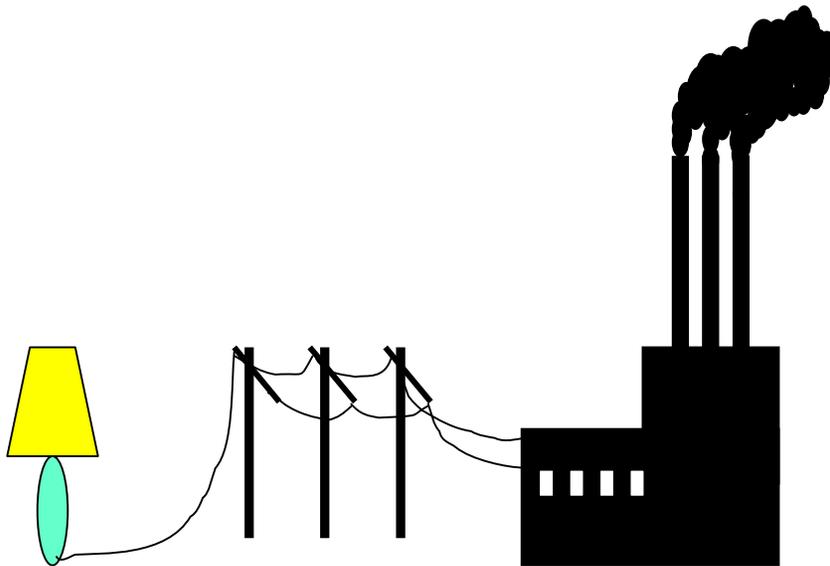
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# How do we generate power



No matter where you live  
burning fossil fuel for power  
causes greenhouse gas  
emissions CO2





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# Energy use has emerged at the center of the debate



World carbon dioxide emissions are projected to rise from 24,409 million metric tons in 2002 to 33,284 million metric tons in 2015 and 38,790 million metric tons in 2025.

That's 59%

Figure 67. World Carbon Dioxide Emissions by Region, 1990-2025



Sources: 1990 and 2002: Energy Information Administration (EIA), International Energy Annual 2002, DOE/EIA-0210 (2002) (Washington, DC, March 2004), web site [www.eia.doe.gov](http://www.eia.doe.gov). Projections: EIA, System for the Analysis of Global Energy Markets (2005).



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# Social Responsibility for Future Generations



*Lead by Example!*

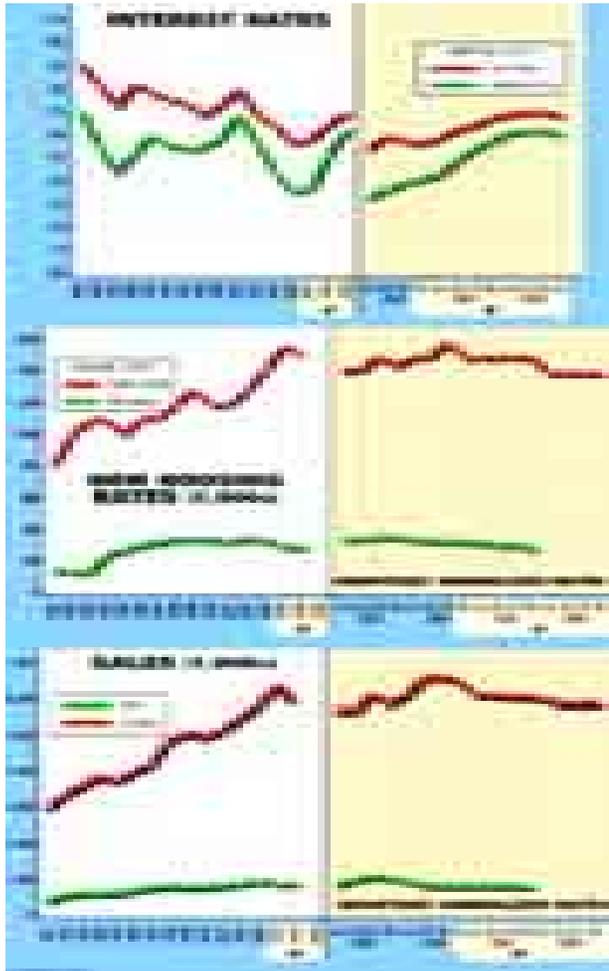




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# Opportunity for Sustained Saving



- Estimates for 2005 show forecasts between 1.6 million housing starts 1.8 million (including multifamily but not manufactured)
- NAHB's projects 1.93 million new housing units for 2006



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# Let's do some quick math



1,900,000 homes

20 fixtures per  
home is

38,000,000  
fixtures available

76,000,000  
sockets available

(2) per fixture



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# Why Pass –Up the Opportunity



Every Utility, EEP and Builder have a responsibility for:

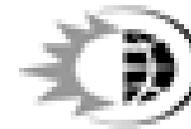
Energy Saving / Demand Reduction

Market transformation to energy efficiency

Environmental Stewardship

Preservation of natural resources

With support from:



Northwest  
Energy  
Efficiency  
Alliance  
[www.nweea.org](http://www.nweea.org)





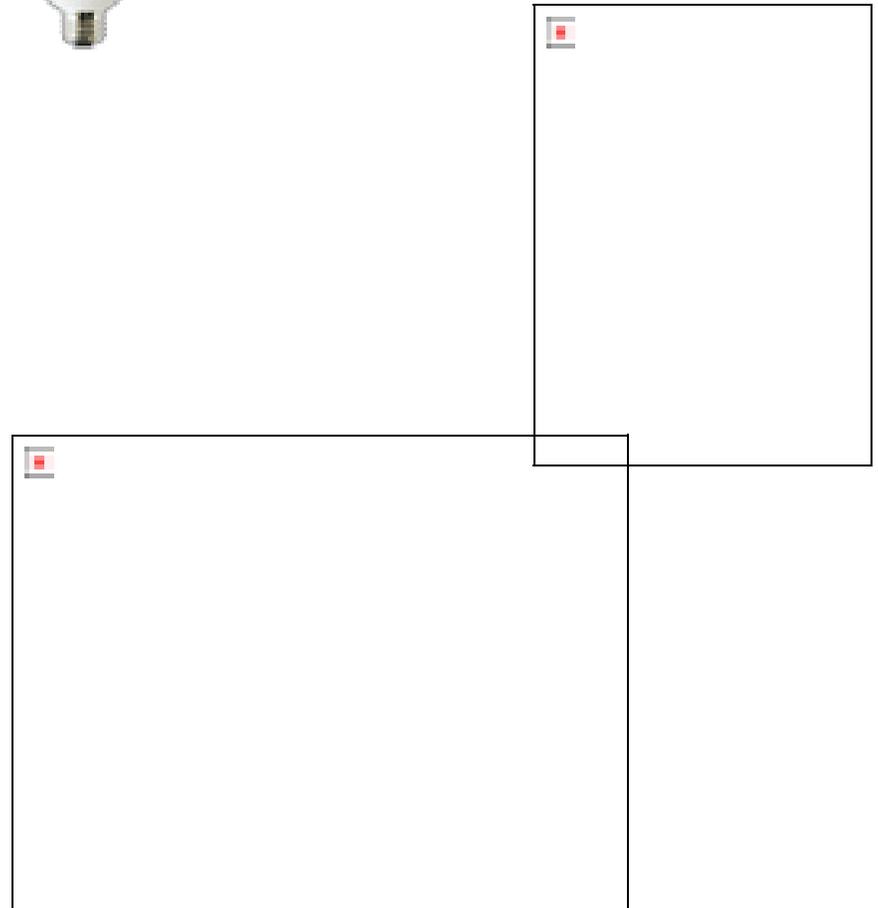
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# We need to do our part now



- Why wait until after the fact?????
- The opportunity for utilities to “Lock-In” sustained “Non-Regressive” savings today – not tomorrow!
- Long term base-load reduction is available now













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# Builders Are Our Business



## You build the house...



## We'll light the Home.



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# How do we get started?



- Model Home Incentives
- Builder Spiff
- Salesperson Spiff
- Realtor Spiff
- Home Buyer Incentive
- Public Awareness

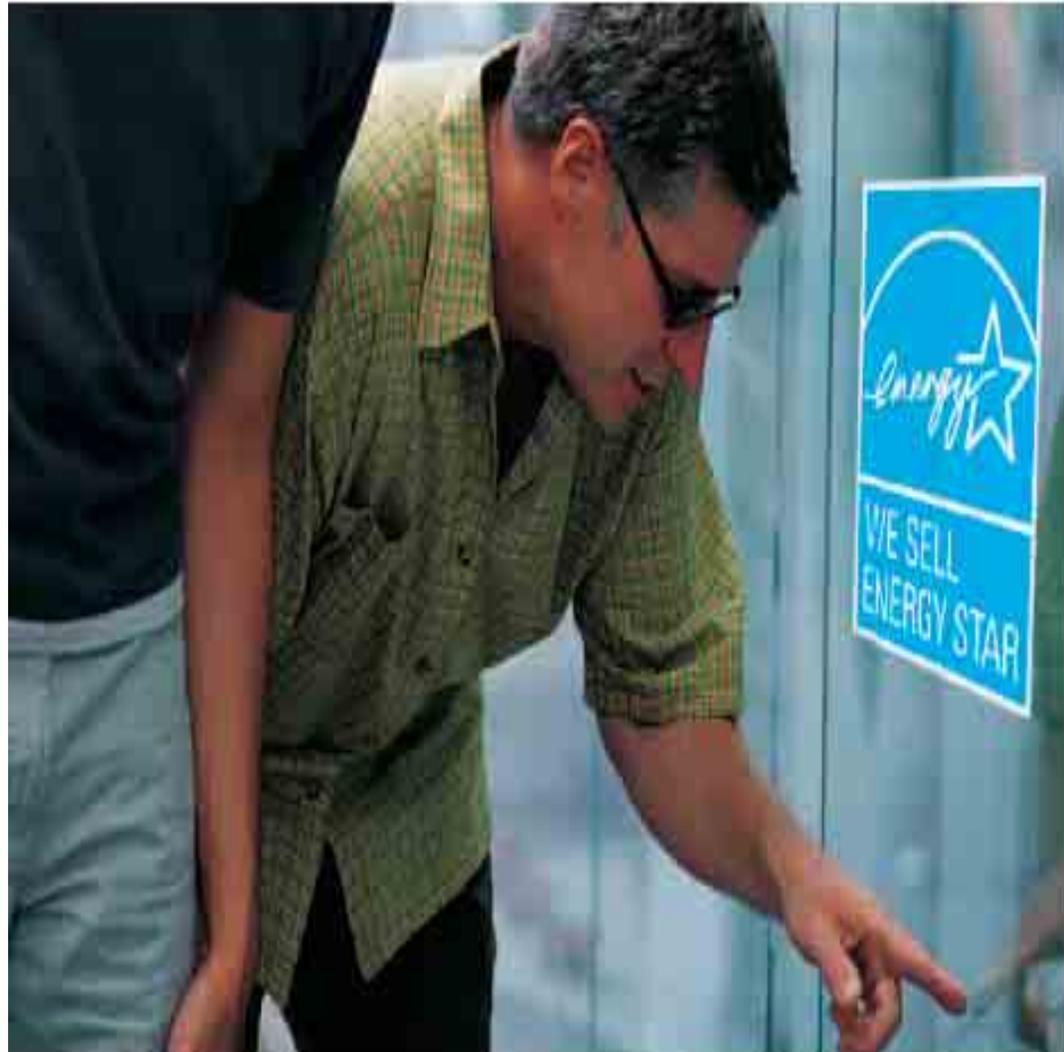
TV

Radio

Tabloids

Newspaper

Billboards





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# Model Home Incentive



Objective – gain ENERGY STAR “real estate” in the builder model home.

- Displays & demonstrates the advanced technology first hand. Not a catalog selection!

Barrier – builders do not want to increase their costs for fear of not being competitive.

- Solution - Utility to fund incremental difference between the standard incandescent lighting package and the ENERGY STAR upgrade





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# Spiff salespeople



The mighty dollar works every time!

- Distributor Salesperson
- Local Realtor
- Builder salespeople
- The Builder too





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# Training



ENERGY STAR lighting training to be delivered to:

- Builder sales people
- Design Center sales people
- Local Realtors

Make education a high priority

- 75% less energy / more light
- 80% less heat
- 10 times lamp life

And you can not tell it is NOT incandescent





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# Public Awareness of Value



## Customized materials high lighting ENERGY STAR

- Primetime Television
- Primetime Radio
- Billboards at the development entrance
- Local newspaper real estate section
- Frequent Tabloids
- Floor mats and door plaque's
- Hang tags and take away POP





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# Utility Rebate to Home Buyer



Objective – reduce impact of higher price point and encourage buyers to purchase ENERGY STAR lighting

- Utility to make rebates available to the buyer at the point of purchase
- No different than in store coupons
  - Example - \$15 coupon x 20 fixtures = \$300





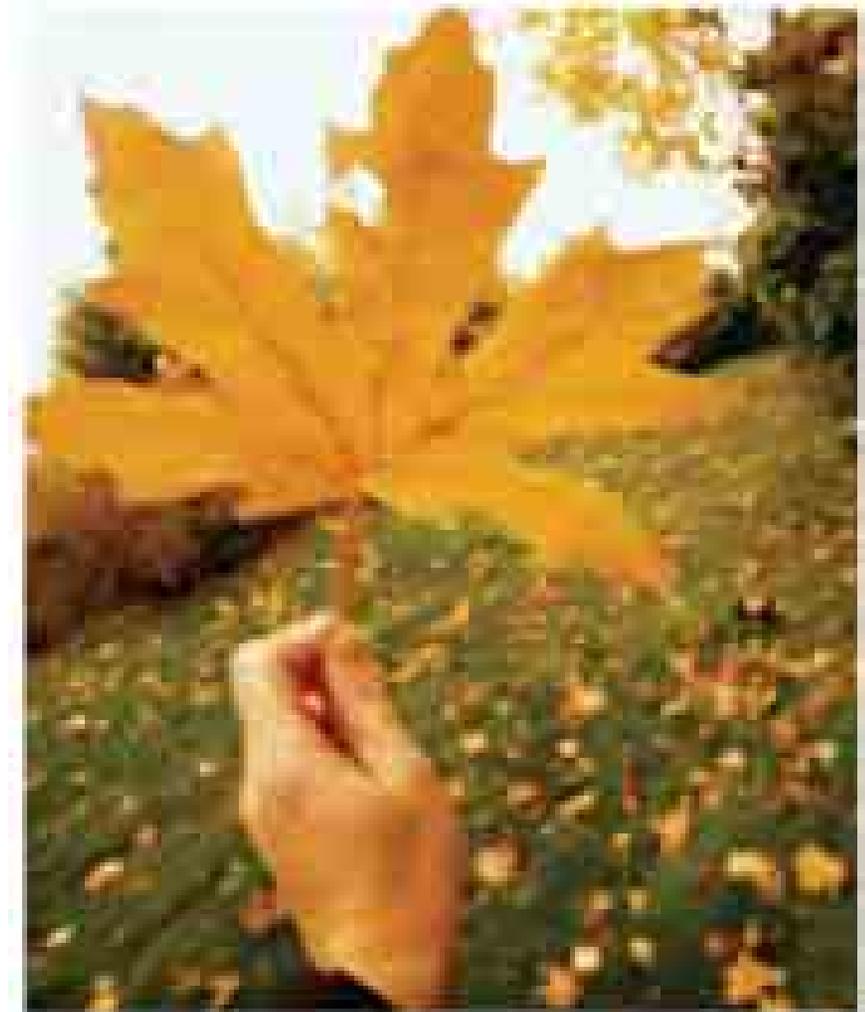
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# Builders Win!



- Higher Quality Products
- More Efficient Homes
- Keep ahead of your competition
- Meet sales targets faster and increase profits with higher price points
- Environmental Stewardship





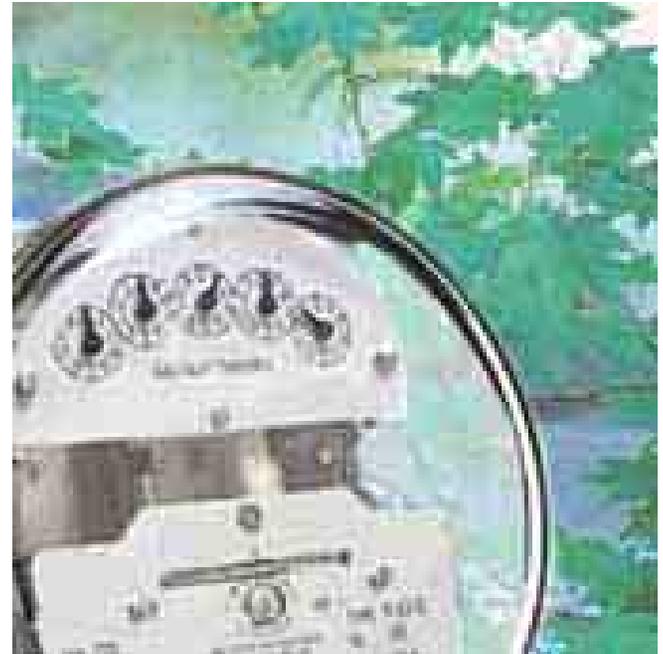
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# Homeowners Win!



- Higher Quality Product
- Lower Operating Costs
  - Longer Life Components
  - Less Heat
  - Less Ladder Climbing
- Environmental Stewardship





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# Kids everywhere Win!



Seagull Lighting is a leading manufacturer of energy efficient lighting solutions. We are proud to be a partner of the Energy Star program, a symbol of energy efficiency.

For more information on the benefits of energy efficient lighting, visit our website at [www.seagulllighting.com](http://www.seagulllighting.com) or call 1-800-368-3688. We are committed to providing the highest quality lighting solutions for your business.

